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Bi-monthly Publication
June-July 2018
Vol 5 • Issue 6
Pages 52
₹ 20



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HANDICRAFTS INDIA YEAR BOOK

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Hospitality Talk is printed, published, edited and owned by Sanjeet, printed at Modest Print Pack Pvt. Ltd., C-52, DDA Sheds, Okhla Industrial Area, Phase - I, New Delhi - 110020 and published at 72, Todarmal Road, New Delhi - 110 001, **Editor: Sanjeet**

NORTH INDIA

Lemon Tree Hotels opens in Baddi, Himachal Pradesh, with 49 rooms

Lemon Tree Hotels has announced the opening of its new hotel, Lemon Tree Hotel, Baddi, marking its entry into this industrial town of Himachal Pradesh. Carnation Hotels, the hotel management arm of Lemon Tree Hotels, will be managing this midscale property. The management agreement was signed by **Rattan Keswani**, Deputy Managing Director, Lemon Tree Hotels and Whole Time Director, Carnation Hotels and Royal Park. Speaking at the occasion, Keswani said, "We are pleased to add Lemon Tree Hotel, Baddi, to the growing fleet of hotels and thank the promoters for their trust in us. This property enhances our portfolio mix and helps us enter the lucrative industrial town of Baddi, which is home to over 2000 medium and large industries besides being a convenient transit location for guests travelling to popular leisure destinations in the hills."



SOUTH & WEST INDIA

Preferred Hotels & Resorts expands to Chennai and Vadodara

Preferred Hotels & Resorts has added 35 new member hotels and resorts across 17 countries in the previous quarter, between January and March 2018. Feathers - A Radha Hotel, Chennai and Fortune Inn Promenade, Vadodara, are part of this expansion spree. Some of the other hotels in the Asia Pacific region include Reethi Faru Resort, Maldives; One World Hotel Kuala Lumpur, Malaysia; and Wanda Vista Beijing, China.

WEST INDIA

Emirates hosts Night of Luxury in Mumbai

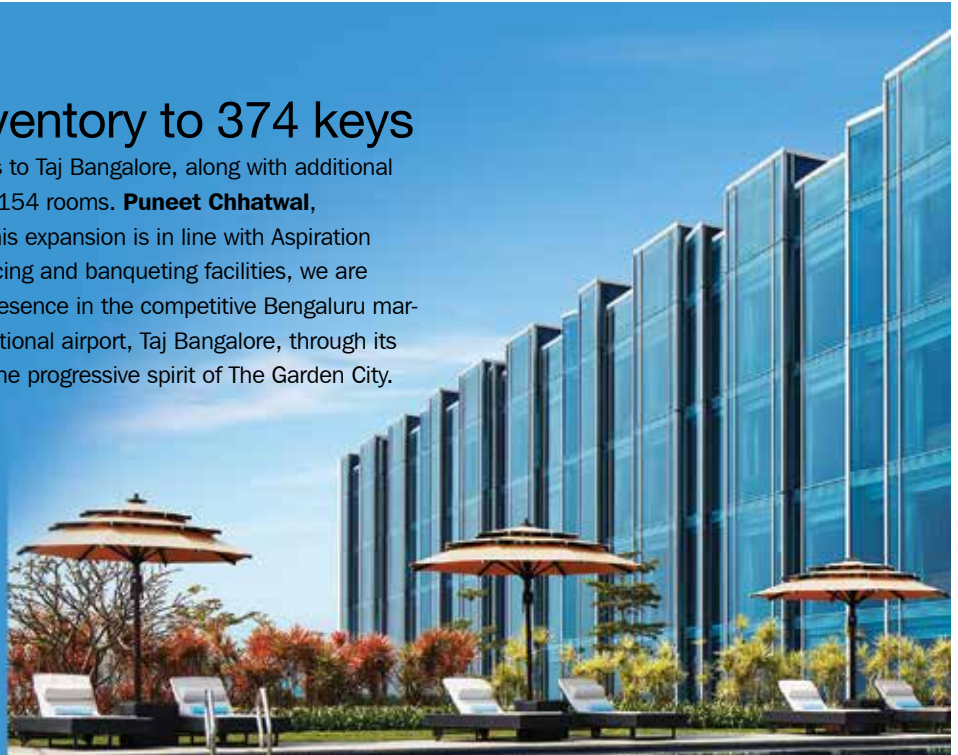
Emirates held an experiential night on April 20, 2018, highlighting the airline's premium offerings through catering, wine, and other on-board services. The event was hosted at KODE, Mumbai. Like any star-rated restaurant, Emirates also boasts of world-class champagnes and wines. **Ravi Nage**, Regional Manager, Emirates Catering Facility, says, "Taking inspiration from global trends, we want to showcase our culinary offerings and beverages in the best possible way."



SOUTH INDIA

Taj Bangalore takes room inventory to 374 keys

The Indian Hotels Company (IHCL) is adding 220 guest rooms to Taj Bangalore, along with additional facilities. The hotel opened its doors in December 2015 with 154 rooms. **Puneet Chhatwal**, Managing Director and Chief Executive Officer, IHCL, says, "This expansion is in line with Aspiration 2022. With a total of 374 keys and state-of-the-art conferencing and banqueting facilities, we are certain that the hotel will establish a strong and successful presence in the competitive Bengaluru market." Conveniently located just minutes from the city's international airport, Taj Bangalore, through its contemporary and sleek design, offers guests a window into the progressive spirit of The Garden City.



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WEST INDIA

The Leela to operate Mahatma Mandir, also announces The Leela Gandhinagar

The Leela Palaces, Hotels and Resorts has won the competitive bid and management contract to operate Mahatma Mandir, India's largest convention and exhibition centre, and also launch The Leela Gandhinagar, a 300-room property expected to open in January 2019. Commenting on the development, **Vivek Nair**, Chairman and Managing Director, The Leela Palaces, Hotels and Resorts, said, "The addition of Mahatma Mandir and The Leela Gandhinagar to our MiCE portfolio reinforces our plan to expand further into the international conferences and events space, and underscores our asset-light growth strategy. Together with the government of Gujarat, our endeavour is to help transform Gandhinagar into the convention capital of India."



WEST INDIA

SaffronStays launches new property in Goa

SaffronStays has launched its palatial property in Goa - Nossa Bela Casa, Cuelim. Hidden amongst towering palms in the sleepy village of Cuelim, SaffronStays Nossa Bela Casa is one of 40 Baroque homes of Goa, a 350-year-old mansion with a history that is intricately woven with that of the tourist-favourite state. The six rooms are comfortably furnished with large beds, modern amenities, and sitting areas. The ballroom is perfect for pre-wedding functions and intimate celebrations. Not part of the original house, the azure swimming pool was recently added when the old stately mansion was restored to its original grandeur. Accompanied by a badminton court and large green spaces, the pool makes a lovely addition to the house, allowing for plenty of activity or leisure as one chooses.



NORTH INDIA

WelcomHeritage adds property in Nainital

WelcomHeritage has added one more property to its existing portfolio, WelcomHeritage Ashdale, Nainital. This nineteenth-century bungalow has 24 meticulously designed guest rooms with balconies and verandas overlooking the greenery. The property also has a multi-cuisine restaurant, Green Oak, serving Indian, Continental, and Chinese cuisines. Talking about the new property, **Sunil Gupta**, CEO, WelcomHeritage, says, "Adding WelcomHeritage Ashdale in our group is a part of our expansion plan for 2018. With this new addition, the group has increased the list to 41 properties in India."

NORTH INDIA

Andaz Delhi launches 129 full-service residences

Andaz Delhi has announced the opening of Andaz Residences. Located within the hotel complex, the full-service apartments come in configurations of one, two, and three-bedroom apartments in addition to duplex townhouses. Speaking about Andaz Residences, **Madhav Sehgal**, General Manager, Andaz Delhi, says, "From innovative culinary options to a state-of-the-art spa and 24-hour fitness centre available at the hotel, an incredible modern luxury lifestyle is what we offer at Andaz Residences."



SOUTH INDIA

Grand Hyatt Kochi Bolgatty now open

Grand Hyatt Kochi Bolgatty, the third Grand Hyatt-branded hotel in India, and Lulu Bolgatty International Convention Centre are now open. The 264-room luxury hotel is a waterfront urban resort situated in Kochi. With one of the largest event spaces in South India, Grand Hyatt Kochi Bolgatty is expected to be the destination for grand events in the city for both corporate and leisure travellers.

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ASIA

IHG signs 10 new deals under seven brands in China

The InterContinental Hotels Group has signed 10 new deals under seven of its brands in western China. The 10 hotels will span several cities and well-known destinations in Sichuan, Chongqing, Shaanxi, Yunnan, Gansu, Guizhou Province, etc.

Radisson Hotel Group signs Park Inn by Radisson Putrajaya, Malaysia

Radisson Hotel Group has unveiled plans to launch its first Park Inn by Radisson hotel in Malaysia. Owned by Protasco Berhad, the property will offer 191 contemporary rooms.



EUROPE

InterContinental debuts in Bulgaria

The InterContinental Hotels Group has brought modern luxury to Bulgaria with the opening of InterContinental Sofia, marking the brand's debut in this Balkan nation. This is the group's seventh opening in eastern Europe. The hotel features 194 rooms, including 27 Club rooms and 37 suites.

MIDDLE EAST



Rove Hotels signs 250-room hotel in Ras Al Khaimah

Rove Hotels has strengthened its operations in Ras Al Khaimah with a management agreement to operate the Rove Manar Mall. A joint venture between Emaar Properties and Meraas, Rove Hotels signed the agreement with Al Hamra, the developer of Manar Mall and Ras Al Khaimah's (RAK) largest real estate developer and investment company, for the 250-room hotel.

Shangri-La Hotel, Bahrain, to open in 2022

Bahrain Marina Development Company has appointed Hong Kong-based Shangri-La Hotels and Resorts as the hotel management company for the luxury hotel and waterfront villas located in Bahrain Marina, an iconic waterfront complex currently under development in the capital of Manama.

Within the complex, Shangri-La will manage a 250-room luxury hotel that will have eight beach chalets and 21 waterfront villas. Steeped in historical charm, it will offer travellers a cultural escape as well as the dynamism and energy of a city on the up.

Mandarin Oriental announces new project in Muscat

Mandarin Oriental Hotel Group will manage a new resort and branded residences in Muscat, expected to open in 2021. Mandarin Oriental, Muscat, will feature 150 guest rooms and suites, five restaurants, a spa, and an outdoor swimming pool.



NORTH AMERICA

Hyatt Centric Brickell Miami opens with 208 rooms

Hyatt Hotels has announced the opening of Hyatt Centric Brickell Miami, located in Miami's thriving Brickell Financial District. The newly-constructed full-service lifestyle hotel is situated within the first 19 floors of the new 83-storey Panorama Tower, the tallest building in Miami.



Hilton Santa Barbara Beachfront Resort opens doors to guests

Santa Barbara's beachside destination has opened its doors as Hilton Santa Barbara Beachfront Resort, where guests will enjoy coastal views. All 360 newly-remodelled guest rooms are stylishly appointed with ocean and sky-blue tones, driftwood-inspired interiors, and private balconies or patios.

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Marriott's mission: World's favourite 'travel company'

Ramesh Daryanani, VP, Global Sales - Asia Pacific (excluding Greater China), talks about the Global Sales Mission by Marriott International that was held in Mumbai and Delhi on March 14 and 15, respectively.



Anupriya Bishnoi

Tell us about the Mission.

The Global Sales Mission provides a platform to hoteliers across the world to meet our most valuable partners in India that drive a significant amount of outbound business. This is a record year for us where we have over 50 hotel participants from around the world, representing over 200 hotels. The platform brings together B2B customers from all segments of the industry and also gives us the opportunity to analyse performance.

Which brand of Marriott is the most successful in India?

I think the JW brand overall is well-recognised and known. All brands

are successful, but I think the brand that has been able to establish itself well in India is JW. It started with the launch of the first JW in Juhu, and today we have over 13 JWs across the country.

Why the sudden surge in Fairfield-branded hotels?

I think, in our Fairfield segment, there was a need for quality accommodation. We have been able to tweak the demands of the customers and have been able to plant these hotels in the right location where customers want that type of accommodation. That's why the Fairfields have been extremely successful and our partner SAMHI has been tremendous in our journey. Also, we see this brand expanding in

Tier-II and III cities. We have six in the pipeline over the next year.

What challenges do you witness being the world's biggest hospitality player?

We don't take anything for granted, but one challenge which is always there is that once you grow you still want to make sure that you are relevant to your customers and you are constantly innovating. We want to be the world's favourite travel company.

Are there new Marriott brands coming to India?

We do have plans to launch not just Moxy, but others as well. We are in discussion about where these new brands will be launched.

Hyatt focuses on key brands

Sunjae Sharma, Vice President, Operations, Hyatt India, tells us about Hyatt Fair, a perfect platform for alliances and networking, that was held in Bengaluru, Delhi and Mumbai from March 14-16.



Anupriya Bishnoi

Tell us about the roadshow.

The roadshow offers a unique opportunity for key decision makers and influencers of corporates and the travel trade, including travel agencies, event and incentive agencies, as well as tourism boards and airline representatives, to engage with general managers and sales heads from Hyatt. This year's Hyatt Fair focused on showcasing outstanding elements of Hyatt's key brands in India through different and memorable 'Brand Experiences' that are aligned with their attributes.

What are the group's expansion plans for 2018?

We are bringing a new brand,

Centric, to India this year. So, it's quite a significant year for us.

Which of Hyatt's brands is performing the best in India?

I think all our brands are doing well in their respective markets. Each brand has carved out a niche market for itself. We are very happy with the performance of all of Hyatt's brands in India today.

How bullish are you about Tier-II and III cities?

I think expansion is going to take place in these cities as well, and we have perfect brands for them.

We are expanding on our Hyatt Place model. We already have five

hotels and they are being embraced well by clients.

How strong is Hyatt in the MiCE segment?

MiCE is big in South India. We have had our experience in Chennai already. The new property in Bolgatty concentrates on MiCE. That property is going to be a game changer.

If you look at the West, we have Grand Hyatt Mumbai, Grand Hyatt Goa, The Park Hyatt Goa, and Hyatt Regency Mumbai. In Pune, we have presence with three hotels- Hyatt Regency Pune, Hyatt Pune, and Hyatt Place Hinjawadi. So, in that part of India as well, we are strong in MiCE.

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Jugesh Arora | President - South India Chef Association

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India rising for AccorHotels

AccorHotels Showcase 2018 was attended by over 1200 delegates. The day-long events in Mumbai and New Delhi allowed attendees to discover the group's newest offerings and meet representatives.



 Anupriya Bishnoi

AccorHotels Showcase 2018 witnessed participation from 35 hotels and resorts from the global network along with 22 hotels from India. The delegates made the event the largest-ever showcase of AccorHotels in Asia Pacific.

Kerry Healy, Vice President of Sales - Asia Pacific, AccorHotels, said, "AccorHotels Showcase 2018 has doubled in size, which I think is a testament to how important the Indian market is to us. We are back with about 50 per cent more attendees."

Elaborating on the importance of the Indian market, she said, "India is a very important market to us. We have deployed extra people in this market. We used to have a team of six people trying to service the whole of India. We now have a team of 40 people focused on forming deep partnerships with our B2B customers."

The Indian market has its own set of challenges. Reiterating this fact, she said, "It's about finding the right brand and the right budget to go along with the customer's requests and demands. The Indian market is a mass market. For us, it's still about building brand knowledge because we have acquired a lot of

other hotel brands as well. It's also about the Indian customers knowing these brands and feeling confident while booking us when travelling overseas."

Arif Patel, Vice President of Sales, Marketing, Distribution & Loyalty, AccorHotels India, was also pleased with the response the showcase received. He said, "It is overwhelming to see how AccorHotels' brands have been accepted positively, especially our luxury brands Raffles, Fairmont, and RIXOS."

AccorHotels has various brands under its umbrella. On the brand that is doing the best in the Indian market, Patel said, "Each brand is positioned uniquely. You can't really say which hotel is doing the best because the cost of construction is different for each brand. AccorHotels is all about locations. We are at the right places; we want to increase and densify our network while we keep our eyes open for other opportunities that come by."

Commenting on industry disruptors, he said, "We need more disruptions not just from a product point of view, but also in the way we are capitalising on the opportunity. We always remain in a catch-up game as an industry whether it is about

MICE or leisure. I think there is an opportunity for people to disrupt. You have Airbnb, right or wrong only time will prove, but they are becoming more and more irrelevant. OYO tried to do something but didn't concentrate on the core element."

Talking about creating indigenous experiences for guests, being a French hospitality brand, he said, "It's about 'glocalising' things like effort, design and service elements. Almost 99.99 per cent of our associates are Indians. I don't think the concept of homegrown brands is a cliché anymore."

Indian consumers have evolved a great deal. Right from the way they make their bookings to their expectations, everything is changing. Due to the demography, the change is rapid. Commenting on this change in how Indians now travel, Patel said, "India is ranked number one in percentage growth in solo travellers. The weddings today are getting smaller, but tasteful. People are picking new locations for their wedding. People are travelling more for sure. We are the seventh largest corporate travel market globally and we are going to be the fifth largest by 2020, when Indian outbound travel is estimated to reach 48 million. It's actually the Indian traveller that is changing the landscape."

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Breaking the Convention in Design

Sreeram Rama Chandran, Principal Designer - Resorts, KGD Architecture, talks about his inspirations, recent design trends in the hospitality industry, and combating budget constraints to achieve the desired result in projects.



HT Bureau



Without the local context reflected in your work, architecture has no significance



Your architectural style is conformist or non-conformist?

I am a non-conformist. In my opinion, it is important in these times to break convention and think out of the box.

Architecture is to revel in or marvel at. What's your take?

I feel architecture is made to revel in and marvel at, both. That said, it is important to cater to functionality first, the rest follows.

Modern or cultural, which has been a more definite influence in your work?

Modern, certainly, with a connect to the local culture in which the project is placed has been a bigger influence in my work.

It's important to ensure that the local context is reflected in your work, without which architecture has no significance.

Tell us about the hospitality projects that you have worked on.

Some of my hospitality projects include a resort at

Vythiri, Wayanad, which spreads across 50 acres; another resort in Athirapally; a resort in Kochi; and ibis hotel in Goa.

What was your inspiration behind these projects?

The inspiration behind each of these projects was the site's topography, challenging to decode and design in alignment with the site parameters and keeping the local context intact. The resort at Athirapally was especially challenging. We have used containers sliding down one another on an extremely steep hillside, with green roofs to camouflage the building complex into the surrounding jungle.

What trends do you see for the year?

Recent trends depict the concept of 'less is more'. A paradigm shift towards clean lines and minimalism, with use of local materials, has taken the design scene by storm.

How are you achieving sustainability in your projects?

Sustainability is being achieved by respecting the site, wherein use of local materials and natural




means of spatial flow minimise use of mechanical implementations which make up a project.


Do budget constraints act as a hindrance to delivering your best?

A relaxed budget gives the designer a free hand to go


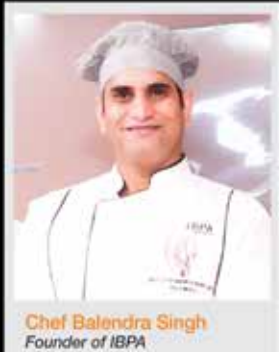
berserk with creative design ideas, but a limited budget presents a challenge in attaining the desired design without compromising on different aspects of the project. That said, the best comes out when the budget is stiffened and we enjoy working under such conditions.



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- Train the trainer award by Taj Mahal Hotel (2015)
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HICSA 2018 elevates to a NEW LEVEL

The investment forum's new avatar created by Hotelivate made the goings-on more interesting and interactive, particularly some of the headlining interviews that gave a glimpse into the minds of some of the industry stalwarts.



Hazel Jain

Great expectations were in order this year after the industry's much-awaited investment forum changed hands.

Manav Thadani, Founder Chairman, Hotelivate, had promised that the 14th edition of Hotel Investment Conference-South Asia (HICSA) will be new and improved, and it lived up to its expectations. Held in Mumbai from April 4-5 at the Grand Hyatt, HICSA 2018 was more interactive,

varied, and incisive. There were fewer speakers, a reduced number of panel discussions, but more up-close and personal interviews, keynote addresses, and master classes.

This year, HICSA was attended by 450 people from 15 countries. Of this, 19 people were from Singapore alone, followed by the USA, UAE, and the UK. Around 25 per cent of the total delegates were owners – private and institutional. Interestingly, around 20 architects and designers attended

this year, which is a lot higher than the event has ever seen. This, Thadani says, shows that the investment cycle is on the upswing and more feasibilities are happening.

Day one

In a first, Thadani was interviewed by friend **Kapil Chopra**, Chairman of the Board, EazyDiner, which set the tone for the day that was dedicated to keynote addresses and personal interviews with leaders of the industry. This was followed by a talk by **Deepak Bagla**, Chief Executive Officer and MD, Invest India, who spoke on the potential of India as a destination for investment.

Next up was the man of the hour, **Patu Keswani**, Chairman and MD, Lemon Tree Hotels, which was to



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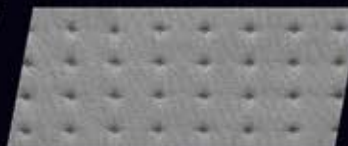
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Puneet Chhatwal, the recently-appointed Managing Director and CEO, Indian Hotels Company, spoke in an interview of his experience in the industry and coming back to India after spending 30 years in Europe. For IHCL, he sees huge growth in the Vivanta and Ginger brands in terms of scale. When asked about IHCL's decision to consolidate all its brands into a single one and its retraction, he said, "India is a very heterogeneous market. So, it makes sense to have multiple brands." The hotel company is currently focusing on its new Taj property in the Andamans that is about 80 per cent complete.

Speaking about the decision to tweak the format for HICSA, Thadani said, "This is something we started doing for our fifth edition of Tourism, Hotel Investment & Networking Conference (THINC) Indonesia that was held in Bali last year, where we got rid of all our panel discussions on day one. Instead of this, we introduced a lot of one-on-one interviews or keynotes. We have applied that same thing to HICSA 2018. We took our speaking slots down from 92 to 66, which allows for a better quality of speakers."

When asked if he thinks there are deals being signed over the two days of HICSA, he added, "All I can say is that today there is an IPO taking place while HICSA is going on. This is a great venue for networking. A lot of people come here and a lot of meetings get set up on the sidelines, a lot of announcements are made."

Predictions for 2018

Thadani feels that 2018 will be better than the previous year for the hospitality industry. "The markets are on an upswing. Having said that, a lot more feasibilities are happening. We are very busy and I am looking forward to a stronger three to four years. India will see more investment for sure; I'm not sure about new brands though," he added.

“

This is a great venue for networking. A lot of people come here and a lot of meetings get set up

”

make its stock market debut on April 9. Keswani talked about the art of growing companies, drawing on his experience as a Taj man who then went on to start Lemon Tree Hotels. "Sweat your asset," he advised.

Discussing the future of travel technology was **Deep Kalra**, Chairman and Group CEO, MakeMyTrip. After 18 years of MakeMyTrip, he said that there is a lesson in hanging in there. "We stayed fixated on growing business, but were always flexible on how to do it. Technology is ravaging the world every day and if you are not nimble, then you're gone. Throw your dogma out," Kalra advised.

This was followed by a tête-à-tête with **Mark Hoplamazian**, President and CEO, Hyatt Hotels, who has spent several holidays in India with his family. Of hoteliering, he said, "So much of this business is about emotions."

The day ended with an interview with **Arne M Sorenson**, President and CEO, Marriott International, who was in India to announce the group's 100th property. Also a lover of India, Sorenson spoke about the Starwood acquisition. "It got an enormous amount of attention across the industry and often the first conversations would start with 'Congratulations on that deal!' Our response was, 'It's

On LWHA

Thadani announced on the sidelines of HICSA 2018 that the company has recently opened an office in Singapore.

He also simultaneously announced a tie-up with an American company LW Hospitality Advisors (LWHA), which is a consulting firm very similar to Hotelivate.

not time to congratulate us. All we did was pay more than anyone else was prepared to pay for Starwood. That's not winning. Winning is pulling those companies successfully and driving better performance," he said. Sorenson has holidayed in India in Rajasthan with his family, and echoed his love for the country. "India is still underappreciated as a destination. The inbound volume is way too small given how compelling this place is," he added, naming PRS Oberoi, like Bill Marriott, a "lifetime driven and passionate hotelier."

Day two

This day was devoted to panel discussions, except for one session where **Suhel Seth**, Managing Partner, Counselage, shocked the crowd with his rendition of what luxury meant for the new-age Indian traveller.

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Is it easy being SUSTAINABLE?

Sustainability, many would agree, is a challenge in the food industry. From farming to packaging, all stakeholders of the supply chain need to pitch in. Experts talk about meeting this challenge and using other produce to their benefit.



GAUTAM CHAUDHRY

Founder

Demiurgic Hospitality

Sustainability through-and-through

It is important that things are initiated at various levels simultaneously. Initiating compliances from the government to introduce processes should be the first one. The next key influencers are the media and bloggers, who inform the consumer of pros and cons. Chefs also need to be hugely accountable towards this. We need to educate our customers about seasonal and local produce. The journey to reach the goal is not easy, but constant efforts and a focused thought process can make it happen.

Reinventing the wheel

We may be the highest producer of milk (considering we are close to 1.4 billion), but in the per capita consumption index we fall way below and consume only 47 litres of milk a year compared to countries like Ireland and Finland that consume over 120 litres.

India remains one of the highest exporters of skimmed milk, but what needs to change is overall approach. A simple dependency on a couple of sectors will not help us achieve our sustainability goal; what is needed is to reinvent the wheel and start using homegrown ingredients. As chefs, we should spearhead this battle.

ABHISHEK BASU
Executive Chef
The Park New Delhi

Learning as you go

As a consumer, it was challenging for us initially, as we transitioned to be an organic restaurant. However, by educating ourselves, working with seasonal produce, regional family recipes, and rejoicing in the abundance of nature, it has become a journey of learning and celebrating Indian ingredients. It is very important for us to communicate this story to our consumers through our creations. Knowing the source of the ingredients, the farming technique, the farmer, and so much more will delight the guest.

For instance, the Munsiri *rajma masala* used in our summer menu is from Munsiri, Uttarakhand, and is cooked with tomatoes. The Original Indian Table works with women farmers of this region for this produce. This really adds a touch to the experience.



Reviving lost recipes

Our menus have an equal number of dishes under both the vegetarian and non-vegetarian sections. As chefs, we work on reviving forgotten recipes from

around India and many of these are vegetarian dishes.

Our restaurant has seen a good audience that wants to eat healthy and supports sustainability.

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MICHAEL SWAMY

**Chef Patron &
Food Media Specialist**

Learning and imparting

Sustainability is challenging, and bringing about change can be daunting at times. The vegetables we grow are still plentiful, but not up to the mark. The quality of local vegetables compared to the ones produced by organised farming by large conglomerates is very different. Urban farming, hydroponics, and aquaponics are the trend these days. The re-introduction of organic food to one's system and lesser use

of pesticides that kill insects required for pollination and the entire growth process is the need of the hour. At the end of the day, it comes down to education. If one segment gets the education, it is not passed down, thus hindering the process of sustainability.

A mass movement

Printed media, visual and audible media needs to be used effectively to reach the smaller cities. Japan

uses many techniques that replenish the soil so that crops benefit; we need to learn from them in many ways.

Masanobu Fukuoka is a famous farmer who wrote books and created a worldwide following for his techniques of organic and sustainable farming. We need such movements here as well and someone who needs to take on that responsibility.



ASHISH BHASIN

**Executive Chef
Trident, Bandra-Kurla**

Challenging, not impossible

Nothing comes for free in this world. Yes, sustainability is challenging due to globalisation, but not impossible. We need to use local produce, reduce food miles, save energy, and prevent climate change.

We must follow organic practices and protect soil quality. Educating and training farmers about best practices is also a must.

Other produce to the rescue

India being one of the largest



producers of milk and vegetables in the world can use this to its advantage. We need to increase dairy and milk products in our diet.

We still haven't optimised our dairy usage. Local produce of cheese and reduction in import is also important.



RAJEEV GOYAL

**Founder
India Food Tour**

Marketing the produce

At this moment, India is going through a revolutionary period where I see concepts of farm-to-table and organic food encouraging. Also, governing bodies are encouraging food processing

industries and showcasing India as a lucrative investment destination.

I feel that the country's indigenous produce should be marketed at the grass-root level and involve other tools of marketing such as

agro tourism, culinary tourism, and rural tourism. One must also work towards modernising agriculture rather than leaving it all to an individual. Methods should be adopted to create enough demand.



VIVEK SAGGAR

Head - Competitions & Business Development
Tourism & Hospitality Skill Council

A practice riddled with challenges

While sustainability in the food industry is a major concern, one needs to focus on the challenges being faced by the food industry. Making food more convenient is one such challenge, where the growth of snacking among consumers has caused manufacturers to rethink the design and packaging of their products to make them more convenient and appropriate for eating on the go. Slow product innovation cycles do not allow the market to align itself with emerging consumer trends in a timely manner due to the process of creating new,

relevant products and moving them through R&D, testing, and marketing to the retail chain. Manufacturers are also looking for ways to add value to their products in ways that make sense without incurring exorbitant costs or adding ingredients that consumers may not recognise and therefore, could reject.

Another very real challenge is that many manufacturers add sugar or other sweeteners to products ranging from condiments to pasta sauce, and with more consumers reading product labels these days, that could spell trouble for those manufacturers. Lastly, as a means

to try and alleviate some of the pressures of the product innovation cycle, food and beverage companies have been acquiring smaller natural and organic companies that are slowly eating away the legacy of the larger brand's market share.

Competition and adulteration

As more and more people are getting into the business, more competition and adulteration is taking place. The government is taking steps, but people just want to earn profits. We are hopeful, but as of now it is difficult to tell whether our country can benefit from utilising its produce of vegetables and milk.



VIJAYENDRA PAWASKAR

Senior Area Sales Head - India
TE-A-ME

Reduce, minimise, renew

Sustainability is not challenging anymore. The removal of trade barriers, relatively inexpensive transport, and technical advances in food conservation have encouraged international standardisation and commoditisation of food to enhance natural resource and product quality, brand reputation, and range of specialty products. Everyone is aware about safe produce and healthy products, and ensure that all consumers have

access to nutritious food and accurate information about food products. I would suggest, respect and operate within the biological limits of natural resources and achieve consistently high standards of environmental performance by reducing energy consumption, minimising resource inputs, and using renewable energy wherever possible.

Supporting the local community

The big food-producing companies

need to work with the local farmer community and support it in every aspect. This will help us achieve the positive result we are looking for in the food sustainability segment. The consumer needs to decide to eat the right produce which is in season and has been grown organically, supported by the local wholesaler or retailer. The impact would be very positive to create a sustainable environment for we are the largest producers of milk.



SHAILENDRA SINGH

Executive Chef
Pride Plaza Hotel Aerocity New Delhi

Obligations slow down processes

Sustainability in the food industry is a major strategic issue for all stakeholders involved. There are a number of rules and regulations that need to be kept in mind while building a sustainable process.

The food industry has environmental obligations to preserve biodiversity, reduce water consumption, reduce waste and emission of gasses, as well as care for livelihood in terms of health and wealth of local societies.

Resultantly, production is steady and slow. On the other hand, the same food industry is facing the pressure of increase in the demand of raw materials, ingredients, and food products to feed the growing global population. This is a major challenge.



Hiring: About time it evolved?



Gurmeet Singh, Senior Area Director of HR - South Asia, Marriott International, pens down contemporary problems faced by the Human Resources department while hiring people for hotels.

The changing face of Indian hospitality presents a great paradox of our times, where industry practices and work dynamics are trying to play catch-up with the expectations and mindset of potential next-generation talent.

We speak endlessly about the millennial workforce and how they prioritise in making a choice between abundantly available career options, yet the hotel industry is falling short in being agile and receptive to those clear expectations.

TOO MANY DEMANDS, LITTLE COMPENSATION

The contemporary HR and acquisition team in the industry is constantly coming across hospitality students not willing to make hotels their number-one choice. The reason is quite straightforward: long working hours, labour-intensive work, a six-day work week (still widely practised), and a comparatively less-competitive pay range for fresh graduates in contrast to industries like FMCG, banking, retail, etc. The hotel industry's need for candidates with excellent communication skills, presentation skills, and high aspirations for career progression is undeniable. When we couple these attributes and equate them with the starting compensation and other work demands, we observe that these potential employees are drifting further from their aspiration to join the industry.

DATED PROCESSES

We live in a digital age where everything moves at top speed and our potential talent expects their career to advance at a similar pace. Although it is heartening to see that the industry has made considerable progress, we still have a long road ahead. However, when it comes to the recruitment process, we still find a less-progressive approach

employed by many of the current players to manage this process, such as lengthy technical rounds, unilateral decision making, classical interviewing techniques, etc.

AN INNOVATIVE APPROACH

Marriott has made tremendous leap in attracting the right talent at the right time by introducing a mobile-friendly interface for the application process, chatbots to engage potential talent, a formal approach to social media presence for employer branding, use of behavioural interviewing tools, interviewer's training, Marriotternship (the group's internship programme), and PIE (Partner in Excellence) college relationship activities that are aligned with new-age talent acquisition trends and form an essential part of HR strategy.

Another example is our Voyage Global University management training programme that encompasses a perfect blend of self-paced curriculum as well as leadership facetime to curate the success of young university graduates to join the junior managerial workforce within 18 months of starting the programme. We also mirror an opportune programme for our line-level associates to accelerate their career advancement at various levels.



'Fizzy drinks on the go'



Mr. Butler, a brand name to be reckoned with for green technology, has pioneered Asia's first home soda-maker. **Adith Mammen**, Chief Operating Officer, Mr. Butler Sodamaker, talks about the concept and its benefits.

Tell us about the concept of Mr. Butler Sodamaker.

Powered by a small CO2 cylinder, the Sodamaker enables you to convert plain water into soda or sparkling water in a few seconds, without using electricity or battery. Each cylinder gives you 25-30 litres of soda, and when the cylinder is empty, it can be exchanged for a refilled one for a nominal amount.

What are the benefits of using Sodamaker?

There are multiple benefits of using the Sodamaker over purchasing bottles. It saves money and saves space. There is no need to store

bottles or cartons of soda and empty bottles or bulky gas cylinders at your premises. It offers convenience and helps prepare fizzy drinks on the go in seconds, without using electricity or battery. It is environmentally friendly and minimises plastic waste and ensures hygiene, health, and wellness. Also, one can choose the strength of the fizz and a dilution ratio that suits the customer's taste.

What has been the response to the product in the HORECA sector?

The response and client satisfaction of the Sodamaker across bars, ho-

tels, restaurants, caterers, and juice vendors has been overwhelming to say the least. The main challenge we face is to create quick awareness of the product. However, once the product is seen and tested, the conversion is instant. At AAHAR, we were selling 50-plus units a day.

How does one get a demo of your product?

We are present in almost every state in the country, and our company representatives are always available for live demonstrations. We are also looking for HORECA-specific distributors who can promote the product to their existing customer base.



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ATTIRE maketh an IMPACT

No department sketches a better image of a hotel than housekeeping - the one that will keep coming in contact with the guest over the period of his stay.



RAHUL SINHA
General Manager
Park Plaza, Faridabad

In hotel operations, nothing sends a stronger message than cleanliness. When employees wear well-designed apparel that performs properly, they project confidence, often leading to enhanced performance and productivity. Nowadays, there are numerous options available, but some key elements that need to be looked at while choosing uniforms are weight of the garment – they should be lightweight, flexibility of the fabric, and fabric that must be appropriate for the climate of the destination the hotel is located in (such as a beach or desert). The balance of function and fashion should be top of mind when creating an apparel, as it gives an edge to the hotel while enhancing employee comfort and confidence.



CHETANA SURYAWANSHI
Housekeeping Manager
Courtyard by Marriott and Fairfield by Marriott, Bengaluru

If the housekeeping team feels uncomfortable in its work apparel in any way, it can be difficult for them to work efficiently and effectively. One must make sure to look for some key elements when deciding the uniform, including apparel that is light in weight, garments must not be restrictive and should

provide flexibility of movement, and they must have moisture-wicking capabilities that will not only help employees feel comfortable through a long workday, but also maintain their appearance.

Housekeepers represent the cleanliness of a hotel, and if they

are seen in dated, stained, wrinkled, or unfit apparel, it can reflect poorly on a hotel's image.

Choosing to provide associates with the same level of comfort that guests receive is a great way to show appreciation for the team and encourage them.



BISWADEEP CHOWDHURY
Housekeeping Manager
JW Marriott Hotel Kolkata

These days, things have changed a bit; housekeeping uniforms have become modern, practical, and versatile. One of the most important things to remember is to choose the right material. This will depend on the type of work the individual will

do, as well as the environment they will work in.

With modern technology, staff uniforms have become easier to design and to maintain, even though many aspects of a well-designed uniform

still remain rooted in history. Vintage uniforms show class and stature, while modern uniforms show reputation and branding. There is also a variety of accessories that you can choose from, as well as a wide range of colour options.



BINI SIMON
Executive Housekeeper
ITC Windsor

The core workings of the housekeeping department are physical and extremely laborious. With so many physical demands of the job, housekeeping apparel must be durable enough to withstand constant movement, but remain lightweight and breathable. When employees wear well-designed apparel that performs properly, they project confidence. The housekeeping staff often comes in contact with the guest, and

hence it is important for them to be well-presented to create a good impression about the hotel.

ITC Windsor offers well-appointed rooms and luxury suites. The hotel enjoys the reputation of a place where old-world ambience merges effortlessly with international standards of efficiency. It offers some of the best fine-dining experiences in the city, pairing western and Indian cuisines.



CHINNATHAMBI C
Executive Housekeeper
Davanam Sarovar Portico Suites, Bengaluru

When we talk about uniforms, we get an impression of organisation. Not having a uniform has an impact on the image of a hotel, making the atmosphere appear disorganised and sloppy. Even a small logo of the company on the

uniform creates an impact, as it makes it easier for guests to find help and allows them to recognise the employees easily.

The uniform we wear is often an indicator of our affiliation,

which translates into the workplace. Different uniforms for different departments help employees feel united and part of a team. It also keeps the aesthetic sense alive, keeping in line with that of the hotel.



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Rub of the GREEN

The beauty of a hotel is hardly ever complete without perfectly manicured greens. Gardens are a sight meant to relax the mind of the guest. **Hospitality Talk**, in conversation with hotel spokespersons, gets you a clear picture of how landscapes make for a hotel's unique selling point.



GORAV ARORA

Director of Sales & Marketing

Novotel Hyderabad Convention Centre & Hyderabad International Convention Centre

In a flourishing city like Hyderabad, quite often you are surrounded by a modern landscape with tall buildings, offices, and busy roads. Located in the nerve centre of the city, our 15-acre complex is surrounded by gracefully manicured gardens

and lawns that offer a resort-like feel amidst the bustle of the city. For travellers and organisers looking for a refreshing view, a healthy and stress-free environment, and open venues for casual evenings, the hotel scores well. Organisations that

prefer environment-sensitive hotels and believe that healthy spaces incite productivity have been making our loyal guest list. With flexible event spaces, we can comfortably curate dynamic and memorable experiences for our guests



WILSON D'SOUZA

Executive Housekeeper

Conrad Pune

Conrad Pune is Hilton's first luxury hotel in India. An iconic structure in the heart of Pune's dynamic central business district, the striking Conrad Pune is only minutes from major corporations, key government institutions, and premier residential

neighbourhoods. Hotel landscapes have proven to be an important selling factor in major business or leisure hotels as they provide a sense of calmness to the weary traveller. Merely looking at a sight so serene can relax the mind. A landscape

promotes a relaxed and green environment that allows the traveller to detox and forget the clutter of routine life. It has also been scientifically proven that landscapes allow guests to relax quicker due to a higher level of oxygen.



TERRANCE MOTHA

General Manager

Lazylagoon Sarovar Portico Suites, Goa

In today's world of concrete jungles, there is nothing better than to see, feel, and smell the green. Landscaping enhances the ambience of any open or enclosed space, and even more so in the hospitality sector. Resorts thrive on offering the

ultimate luxurious experience amidst whispering palms, beautiful lawns, and verdant greens. In the present time, no hotel or resort is complete without beautiful landscaping and gardens to support the property; they only add to the beauty a

property could possess. The USP of Lazylagoon Sarovar Portico Suites is that we host guests in the lap of nature. Ours is a perfect blend of effective, mindful landscaping. Here you will find tall swaying palms and cosy rooms.



VIJAY PANDEY

Executive Housekeeping Editor

Radisson Blu Agra

Landscapes and features are important because they contribute significantly to our well-being and quality of life, and hold the primary unique selling factor by creating a positive perception and enhancing property value. Visitors and guests form their first (and often lasting) impression

of the quality of a hotel establishment from the exterior of the building and the grounds in which it is set. An attractive, clean, and well-maintained appearance is a reassuring indicator of commitment to high standards within. Creatively designed 'inspirational' gardens

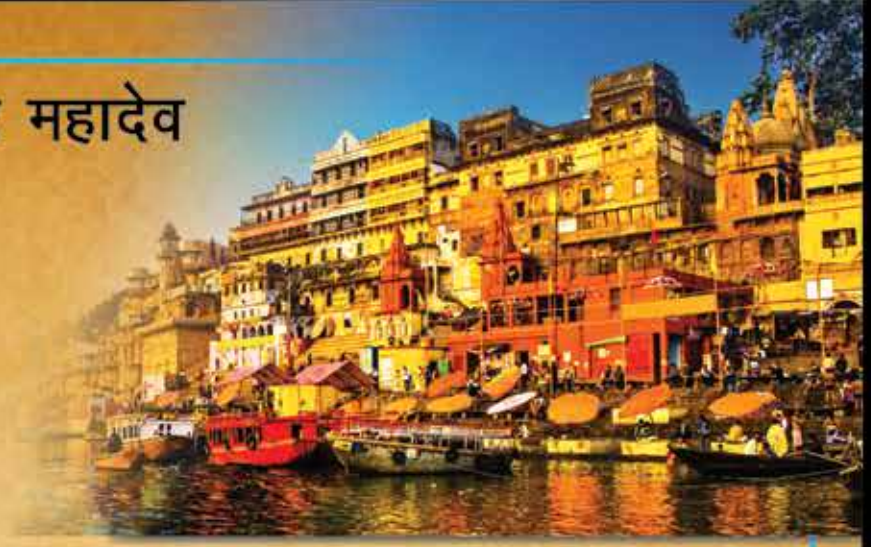
can influence a guest's decision to return or his/her will to recommend the hotel to others. The appearance of the grounds for a commercial business can add or take away from the community. An overgrown lawn and discoloured turf can make any property unattractive.



हर हर महादेव

Convention & Awards 2018

Date: 25th - 27th October 2018
Venue: Hotel Taj Ganges, Varanasi.



ABOUT Hospitality Purchasing Manager's Forum :

HPMF (Hospitality Purchasing Manager's Forum) is a consortium of purchasing managers from the hospitality industry representing star hotels, catering companies, stand-alone restaurant chains and airlines. Conceived in 2010, HPMF today is a global organization with over 1700 members from the hospitality purchasing fraternity. Training and Development of procurement professionals, Consolidated procurement, industry product standardization, volume discounts, improved professionalism in purchasing process, development of potential vendors, green initiatives and corporate social responsibilities are some of the key elements of HPMF.

The Annual Convention will brings together high profile decision makers -

- 250+ Purchasing Managers of Hospitality Industry from Mumbai, New Delhi, Bangalore, Chennai, Hyderabad, Jaipur, Ahmedabad, Cochin, Pune, Kolkata, Bhubaneswar, etc.
- First ever international convention of Hospitality Purchasing Managers.
- Presence of Hotel Owners, CEOs, Hospitality Association Heads (Chefs, Housekeeping, Engineering, IT & Projects) and Trade Media.

EVENT HIGHLIGHTS:

- 8th Annual "HPMF Convention & Awards 2018" will be held at India's Religious Capital, the Holy City - Varanasi.
- Opportunity to visit the "Ghats and attend the Aarti at the Holy River Ganges".
- Intensive Two Day Conference & dedicated B2B Meetings with participating delegates - Mingle with the brightest minds.
- Countries participating are India, Dubai, Qatar, Abu Dhabi, Sri Lanka, and Bangladesh.
- Awards - Three glittering evenings that will see exceptional performances being recognized on an industry platform.

Event Partners :



EVENT FOCUS:

- To benchmark best purchasing practices in the Hospitality Industry.
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A hub of INNOVATION

Food and beverage players in the National Capital Region talk about trends and challenges, while also describing how the market here has proven to be one that provides ample room for innovation.



OM NAYAK

Chief & Managing Director, Chef Om's Hospitality and
Co-Founder & Lead Consultant, The Pasta Bowl Company

New experiences

With increasing global influence, the middle class wants to experience something new and trendy; they want to experience upscale dining and various international cultures. This gives restaurants an opportunity to create something new and serve on the platter.

Diners seek variety

The diner's palate has evolved tremendously; it is no more about going out for a meal, but having an experience that satisfies one's taste buds. With evolving cultures and food preferences, people have acquired different tastes. Traditional food happens to be the favourite across regions, and evolution of the northern cuisine still continues.

The way people look at food today has evolved completely; they want to explore and experiment different cuisines, from Cuban to Italian. They seek variety in ingredients, whether it is micro-greens or native grains.

There is a steady increase in the overall dining experience and how important it has become over the years. People come out for an everlasting experience, they're craving for something more than a place for outings- from plating to quality to service, everything needs to be phenomenal. The Pasta Bowl Company, due to its presence in a popular market, has to be unique. Starting from a rustic experience with an entry so refreshing and green, we welcome guests to a home-like

ambience. The food menu brings a different Italian taste to the table with Sicilian flavours.

Surviving amongst competition

There is a lot of competition in the market, but to be honest, that is not much of a challenge for us. We run a restaurant which is based on a unique concept and Italian flavours, where there is not much competition. Here, bringing authenticity in food and an organic taste that is 100 per cent pesticide-free makes us stand out. Advantages of capital are not much, but one thing that makes us different is customer retention; being in a residential area, we get a lot of customers who prefer dining at our outlet every week.

“

Authenticity in food and an organic taste that is 100 per cent pesticide-free makes us stand out

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GAURAV RAGHUVANSHI

Executive Chef
Philtre - The Bistro

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Today, our city has emerged as a culinary destination for all. You name a cuisine and you will find it here, be it Indian, Italian, European, Oriental, Asian, or Japanese. There are so many options that customers are spoilt for choice.

Smart clientele

The world is changing; people are travelling more, understanding what they like and what they don't, so they know what to eat and how to eat it.

They know all about cuisines, ingredients, and the modern techniques of cooking, which is really amazing as it becomes easy to make them understand what we serve.

Something special time and again

Our outlet is situated in a hub of



restaurants, and to attract people to our restaurant we try to offer something special that others do not.

We are different in our marketing and PR activities, we have been told by customers that we have the best food and cocktails, and we have also made our own in-house bitters for cocktails, making our bar different from others.

Customised tableware

With the existence of so many restaurants, you have to prove yourself

with something different. We visited Khurja, a city in India that is known for its pottery, and got crockery and glassware customised based on what we needed.

We used ancient-style metals and designs for props that we use for our food and drinks.

Guests in Delhi-NCR are always looking to try something new, something that they can talk about, and something that they can share with their friends over social media. This pushes us to be more creative.



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AKSHAY BHARDWAJ

Executive Chef
Whisky Samba

Room for innovation

The culinary scene in Delhi-NCR is evolving, and the new breed of chefs coming in tries to ensure that their creativity not only satisfies their own will to excel, but also meets the needs of the market. Customers today are well-travelled and know exactly what they want, in turn helping chefs introduce new creations. Resultantly, both customer profile and food profile have evolved tremendously over the years.

Quality maintenance

More the chefs, more the concepts, and more the competition. The market in Delhi-NCR is very competitive. A study once showed that seven restaurants, on an average, open here in a month, but only one survives after three months. The way to stand out is to have a brilliant product, proper and channelised marketing, and maintain quality. The moment you don't deliver, the same product begins to sink.



HARANGAD SINGH

Brand Head
Prankster & Pra Pra Prank

A suitable market

Delhi-NCR, at present, is a place that keeps innovating by giving a modern touch to cuisines. Here, people welcome innovation. In this region, chefs are able to arrange ingredients that were difficult to obtain five years ago.

Travel aids innovation

Earlier, people used to restrict themselves to Chinese and North Indian or South Indian cuisine. However, now their range has expanded. With guests being so well-travelled, they know about ingredients and flavours. Every third person is a food critic or a blogger, educating others on new techniques, ideas, and trends through various social media platforms.

Celebrate food

Food is an expression that doesn't need competition, but celebration. It depends on how openly we celebrate it with new techniques and textures, and keep on surprising guests.

Staff retention, a challenge

The biggest challenge we face is staff retention. It is very difficult nowadays to retain staff, as there is a new outlet opening every now and then, and employees are always looking for a change.



In this region, chefs are able to arrange ingredients that were difficult to obtain five years ago





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Spaces of **STYLE**

HS Ahuja & Associates continues to expand its diaspora of clients and locations. With a number of projects currently under progress, the interior design firm is surging towards a greater excellence.



HS Ahuja & Associates (HSAA) has gained reputation for exciting and stimulating designs. Interior designer **Hema**, the Vice President at HSAA, ensures that clients get just the design they're looking for. Her understanding of space combined with a unique aesthetic sense make designs look more beautiful and allow them to fit perfectly with the aspirations of those who desire them.

"I like to work in line with the preferences of clients and so, I do a lot of different styles. I really don't have one particular design style. I love all things simple and elegant; I am a believer that interiors shouldn't look

staged, something that you often see nowadays. I prefer the place to look loved and lived in, with its own timeless personality and that little touch of fantastic," says Hema.

HSAA offers a seamless turnkey service to clients and investors, ensuring that every aspect of creation and development is dealt with in synergy. Some of its ongoing projects are a resort in Manali, a hotel in Indore, one in Bhopal, and another in Dehradun, as well as residences and offices in Delhi.

Changing needs and changing geographical locations are a major deterrent in defining the services

and ambience required to suit a particular location. With the definition of luxury being very subjective and changing with individuals and locations, getting the design right may be a challenge, but not one that HSAA cannot overcome.

"When you look around our work, you can immediately see the superior design and architectural edge softened with the soothing tones of luxury furniture and materials. Interior remodelling and refurbishment provide the opportunity to create a space that reflects your lifestyle," concludes **Subhash Ahuja**, Managing Director, HSAA.

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The path to pastry art

Balendra Singh, Executive Pastry Chef, Institute of Bakery & Pastry Arts (IBPA), New Delhi, talks about the holistic education that the institute provides, helping meet the requirements of an ever-growing industry and an ever-growing clientele.

 HT Bureau



What makes your institute unique?

We take a modern approach to pastry arts and therefore, to our teaching. Our students learn traditional skills, but are also armed with skills that foster creativity and enable innovation that goes beyond tradition. To achieve this philosophy, we identify and recruit outstanding instructors from all over India. Our students are not only taught working skills but also professionalism. They are made to question and rekindle their curiosity. We believe that the foundation or roots of a building or tree need to be strong for it to survive and grow, therefore we focus on the nuances of our field. We understand that like any team sport, teamwork is important in the kitchen also and no one can be left behind; a team is only as strong as its weakest player. We teach our students to help each other instead of pushing each other down. These values, we feel, need to start being practised for our country to move forward; we are proud to make a small contribution in that direction.

How has the F&B industry evolved in India, especially in the patisserie segment?

The Indian bakery industry is one of the biggest sections in the country's processed food industry. Bakery products, which include bread and biscuits, form the major baked foods accounting for over 82 per cent of the total bakery products produced in the country. India is the world's second largest producer of food next to China, and has the potential of being the biggest with its food and agricultural sector. Today, the sector is not restricted to bread, cakes and biscuits, but includes other bakery products as well. With new launches by companies like Britannia, Bisk Farm and Morish, and the Indian market observing the establishment of bakery café chains, competition has increased drastically. Despite the challenges faced by bakery cafés, the concept



has a strong footing in the market today and is capable of growing in several cities, adding multiple brands as it expands.

Tell us about the specialisation your institute provides and the need of expertise in this F&B space.

At IBPA, New Delhi, our aim is to ensure the greatest success possible for our students on the international pastry arts stage. Every aspect of IBPA is constantly optimised to this objective, from the calibre of our full-time and visiting faculty, the content of our programmes and the equipment our students build their experience on to the organisations that offer our students placements. Under the expert guidance of our instructors, students learn practical skills. With world-class pastry arts, finishing and etiquette arts training, IBPA students learn the skills they need to deliver style, excellence in quality, and sophistication.

How can the gap between the number of hospitality professionals and the number of hospitality institutes be bridged?

This disparity is ever-growing. Trainees are usually needed to fill entry-level positions. Also, even though these students are hotel management graduates, there are very few who get the opportunity during their training to work in a department of their interest and choice. We need to structure courses better and hospitality institutes need better funding to stay updated.

“

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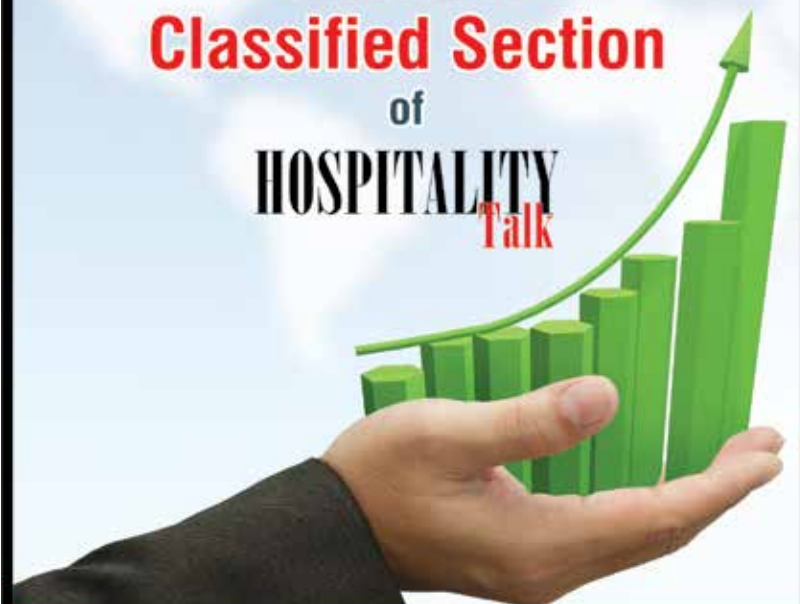
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Staying in the game

At the recently-held FHA 2018, **Anupam Banerjee**, Executive Chef, The Ritz-Carlton Bangalore and a speaker at the event, laid out some golden rules that could keep the business of an F&B outlet at a luxury hotel going.

 Tripti Mehta from Singapore

Luxury hotels, like all of their other services, provide unmatched dining experiences to guests. However, with the luxury hotel segment skyrocketing, their F&B outlets need to keep up and stay relevant. Is there really an easy formula that can make such an establishment tick?

In the hotel segment, standing out amongst other players is of utmost importance. To achieve this, it is important to first understand what it is that makes you unique and then ensure you market it correctly. “Social media is probably the biggest marketing tool that is present. Anything that you want to do, whether it is via Twitter, Instagram, Facebook or blogging, is all about getting the message out there. That said, you have to be careful that the message you send out is positive and doesn't have a negative effect on you,” says Banerjee. Hiring the right staff is another crucial exercise that the business of an outlet

depends on. “Don't hire aimlessly; get the best talent. However, just getting the best talent is not going to help if you slack on training. You have to oversee their mentoring properly, else, it's a waste,” iterates Banerjee. You also cannot overlook the financial result that an F&B outlet brings because that's what's going to make the business grow. “Whether it is a stand-alone luxury restaurant or an F&B outlet at a luxury hotel, it is important that we don't forget that. Financials are very important,” he says.

Being true to the brand segment that you're in and keeping things simple is another mantra that Banerjee stands by. “What I mean by keeping things simple is that if you are changing a menu, keep the menu small, keep the menu consistent, and make sure that there is a proper plating guide alongside,” he iterates. Keeping things consistent may bode well with repeat customers, but there may come a time

when they want to try something new. Food and beverage trends change often and it is important to stay relevant through innovation. Banerjee says, “A restaurant's shelf life is probably seven years in this part of the world. What happens is either things die off very soon or it becomes a norm that the restaurant just runs. Keep innovating while keeping the concept of the restaurant same. What is also important is that every dish you're serving tells a story. A story will give you a byline to talk about the restaurant.”

Banerjee says that sourcing ingredients locally is also important not only for sustainability, but to stay in touch with what's happening, what is available, and what the market can offer best. “When I know an ingredient has been sourced locally, not only do I cherish the last bite of it, I would like to eat more and more of it. That's what sourcing locally is. You've got to bring a story to the diner,” he concludes.



Mantra for success

- **Market your USP**
- **Don't hire aimlessly**
- **Don't ignore your financials**
- **Stay true to the brand**
- **Source locally**
- **Tell a story**



GOA FOOD & HOSPITALITY EXPO SET FOR AUGUST 2018

-A Name synonymous to the entire Industry!

Media Promotions Pvt. Ltd is all set to host the **6th Annual Goa Food & Hospitality Expo** scheduled for **August 23-25, 2018** at **Dr. Shyama Prasad Mukherjee Stadium, Bambolim, Goa.**

This exhibition will help the hospitality industry gear up for the upcoming tourist season. Exhibiting companies will display cutting-edge products catering to *Hotels, Restaurants, Cafés, Bakeries, Fast food Joints, Specialty retail, Home Stays, Manufacturing sectors etc.* The profile of exhibitors include *Commercial kitchen equipments, Refrigeration, Tea & Coffee equipments & appliances, Food, Beverage & HoReCa Supplies, Hospitality Furniture and fixtures, Electronics & Appliances, Automations, Housekeeping Supplies and much more.* **More than 500 products from various national and international brands will be on display.** Having the show at the end of August gives opportunity to buyers to organize themselves for the upcoming season.

The event will give the hospitality industry of Goa an opportunity to stay abreast of the latest trends in the fast evolving industry. The Goa Food & Hospitality Expo 2018 will provide a business platform to the Goan community to identify opportunities, share experiences,

build networks with fellow members and exhibitors from around the globe.

Hospitality professionals from across the country will be invited to be a part of this event. Some of the proposed events that will be held concurrently with the exhibition will include the *Great Goa Bar-tending Championship- in two categories – Cocktail & Flaring Challenges. All Goa Bakery Challenge- Professional, Home bakers, Institutional* which will have the first-of-its-kind challenge for bakers in Goa recognizing talent and acknowledging them; the *Bed-Boss Activity* for the Housekeeping sector.

The organizers have all the major hospitality stake holders on board to support Goa Food & Hospitality Expo 2018. All participating individuals will compete against the best in the industry and will be judged on several criteria. A panel of judges will select the winners. Other proposed highlights include culinary demos and interactions, product launches, seminars, workshops and networking activities.

All interested travel and hospitality trade members and visitors, please save the dates August 23 - 25!
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EXHIBITIONS ■ MEDIA ■ EVENTS

FHA 2018: Bigger and better

The 2018 edition of Food&HotelAsia (FHA), one of the largest international food and hospitality trade events in Asia, recently concluded in Singapore.



Tripti Mehta from Singapore

Being held at two venues, Singapore Expo and Suntec Singapore, FHA2018 received a whopping 81,896 attendees hailing from 100-plus countries and regions, an increase of 14 per cent from the 2016 edition. The four days had both venues packed to the rafters. The opening ceremony of the event, held on April 24 at Suntec Singapore, was attended by **Dr Koh Poh Koon**, Senior Minister of State for Trade and Industry, who was the Guest of Honour. Also in attendance were Vietnam's Deputy Minister for Agriculture, **Tran Thanh Nam**, and Poland's Minister for Agriculture, **Krzysztof Jurgiel**. "The sheer increase in space, support of stalwart exhibitors, and growing interest from attendees are testament to FHA's four-decade transformational journey," said **Rodolphe Lameyse**, Project Director, Food & Hospitality, UBM, the organiser.

CONFERENCES

Several conferences were also held at FHA2018, spanning across four key tracks – Hotels & Resorts, Food Manufacturing, Central Kitchen, and Food Services. Delegates gained several insights and engaged in thoughtful discourse. The food industry across the world is increasingly being run by sophisticated technology. While human touch still remains paramount, there is no denying that the process of food service can be made more efficient through these futuristic innovations.



COMPETITIONS

The FHA Culinary Challenge (FCC) served as one of the major highlights. Other competitions included the first Asian Gelato Cup, C3 - the Chocolate Chef Competition, Global Star Chefs Pastry Show, Barista Super Duo Challenge, Latte Art Showdown, and SCI Equipment Awards.

INDIA'S PARTICIPATION

The India pavilion at FHA2018 also had good attendance and displayed products and services ranging from fabrics, tableware, and hospitality equipment to technology solutions for back-office operations and property management. While a number of Indian buyers had been regular attendees of the show, the new ones were keen to test the waters of the Southeast Asian market.

With one successful completion after another, the show is being looked at as a lucrative option to enter the hotel and restaurant market on this side of the world.

“

FHA2018 received 81,896 attendees hailing from 100-plus countries and regions

”



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RAHOOL Kr TALWAR

Principal Consultant, The Hotel & Restaurant Facility Planner



Our primary business is the design of hotels. We also do development of standard operating procedures, help standardise recipes, and also help hotel owners with certain financial templates that give them a clear picture of the financial health of their business. We are based out of Chennai, but do projects all around the country. FHA is a place where we get to learn a lot about the latest happenings in the industry and the latest trends. In my opinion, four days for a show of this size is not enough.

ANUBHAV RAHEJA

Head of Procurement & Sales, Products & Ideas



We supply equipment to both hotels and restaurants. The purpose of coming to FHA was to see international brands. This is my second visit and I feel it is a great show. The profile of exhibitors here has been extremely beneficial to us. We are in talks with a number of new people now; we are already working in collaboration with a number of participants here and it's a good thing to come and meet them again. In my opinion, though the show is absolutely great, having it at one venue was a better experience.

JAGDISH SHETTY

Managing Director, Equipmart Kitchentech



We are based in Mumbai and Bengaluru, and are primarily importers and distributors of kitchen equipment. We have been coming regularly to this exhibition, and this is probably our thirteenth visit. We have our own range of products that include grillers, fryers, and other small equipment. Food&HotelAsia has always benefitted our business. Every new edition of the show is a learning experience. There are a lot of new products and we are able to meet a lot of people. The quality of exhibitors is extremely good.

RAJESH VERMA

Owner, Verma Hospitality



My company is based in Himachal Pradesh. This is my first time at FHA and I am looking for new technology in the hotel industry that may include machinery as well as the latest gadgets that can be used in a hotel's inventory. The show proved beneficial to me and I did find what I was looking for. It has been a good experience and I am looking forward to attending the next edition of FHA. I have been successful in making some fruitful collaborations here and will now be buying directly from the said exhibitors.

Exhibitors

MOHIT ARORA

Managing Director - International Sales, Krome Dispense



We manufacture draft beer dispensing equipment and some equipment for coffee shops that helps them increase their efficiency. We export all over the world. Food&HotelAsia turned out to be quite beneficial for us. It is a great show and is very well organised. We got a lot of customers from Southeast Asia, especially Indonesia. It is good to be here. We have some more good leads as well and are looking forward to turning them into fruitful collaborations. There are hundreds of buyers looking for what we have to offer.

ATUL SHAH

Partner, King Metal Works



We manufacture stainless steel, aluminium, and brass tableware, kitchenware, as well as barware for the hotel and restaurant industry. We supply to importers and distributors. This is the fourth time we're attending Food&HotelAsia. This year, we came in contact with very few buyers as compared to previous editions. In my opinion, most of the buyers at the event are looking for food and coffee equipment. Though there are many booths for tableware, there are even more booths for food and coffee items.

HARMEET SINGH

Chief Executive Officer, Mehar Tableware



We are a melamine manufacturing company and are very young, having started in December 2014. Currently, other than in India, we are selling in the UAE and Kuwait, and have also started working with clients in Italy, the UK, USA, Panama, and Greece. We have only started exporting aggressively since last year. This show has been very good and has given us a lot of exposure in the South Asian markets. We now have five distributors in the Asian market. We have seen a lot of distributors and suppliers of high repute over here.

DIPALI BENDRE

Director, TechHighway Systems



We are currently exhibiting two products here: a property management system and a great shopping tool that tells hotels about rate parity across OTAs, etc. We also provide solutions to the travel and hospitality domain and have been doing so for the last 15 years. We came to FHA because we felt it would be a good option to enter Singapore and find out about the market here, the trends, whether or not we have potential here, and also to gauge how accepting people here are of our products.

The age of 'technoholics'

Spinning the world of culinary art is celebrity chef **Amrita Raichand**, who talks about the importance of technology in today's time and her favourite kitchen equipment, the quintessential knife.



Could you elaborate on the role technology plays in a hotel kitchen?

Without a doubt, technology has been a great simplifier in every sphere of human life. Chefs have also benefited greatly from various innovations that have made the process of cooking easier, less cumbersome, and also more enjoyable. It has actively captured the imagination of chefs who are using technology to make food more interesting and imaginative.

From liquid nitrogen ice-creams and ovens that cook food all on their own to cooking *dal makhani* in combination ovens, technology has stretched boundaries. It also makes the process of cooking more precise and removes

human error. For instance, for cooking a shank of lamb, where there are chances of it getting overcooked or undercooked using conventional methods, sous vide provides a perfect tech-enabled solution. It is the technique to cook food which has been tightly sealed in a water bath where the temperature is monitored and regulated closely. This process adds another layer of accuracy that is irreplaceable when one is aiming for perfection of taste.

How has technology evolved over the years?

The 21st century has been a boon when it comes to improvement in kitchen technology. The demands and requirements of chefs today are not the same as they were a century ago. No wonder, technology kept evolving to fit the bill. An incredible number of changes have been witnessed from the time when pressure cookers were considered the height of technology.

Equipment like Emerson circulators for sous vide cooking, dehydrators for producing candy-like fruits and vegetables, powders that turn a salad dressing into flavoursome dust, and centrifugal machines for filtration have turned grandma's kitchen into a lab den for some - a fantasy land for the technoholics!

I believe that the kitchen space is an inspiration for an innovator. There is simply no dearth of ideas on how one can improve this or that to enhance the cooking process. After all, changing lifestyles that offer very little time for domestic purposes necessitate these changes today.

Being a chef, what is your favourite equipment and why?

My choice is slightly unorthodox and one can call me old-fashioned, but this kitchen equipment has been my preference for a long time. My favourite gizmo as a chef is the humble kitchen knife. When I express this thought, people look at me as if they are wondering if I am being honest, but if you think a kitchen knife is too insignificant to be given much weightage, think again.

From high-carbon Japanese knives that come in various sizes and shapes to a sword-sized tuna knife or a European paring knife that is used for performing the finest work on a vegetable, there is not a variation that I cannot create today by reaching into my knife bag to rustle up some magical innovations. These novelties along with the help of some modern tech are laying the basis for tomorrow's innovations. As a chef, I look forward to what great kitchen products the world will be filled with in the near future.

“ Changing lifestyles that offer very little time for domestic purposes necessitate the changes in technology today ”



INNOVATE to carry on

Vikas Pant, the Culinary Director at The Suryaa, New Delhi, talks about the region's F&B industry, trends he foresees, and how the hotel deals with challenges in this uber-competitive space.



What is your view of the evolution of the F&B scene in Delhi-NCR?

The F&B sector in Delhi-NCR is very dynamic and is characterised by the continuous opening of new F&B concepts that offer a mix of innovative and traditional cuisines. Today's consumer is very perceptive, is well travelled, and always demands innovation or newness without losing sight of value. With this backdrop, established brands face a continuous challenge to stay relevant for today's consumers and face the onslaught from new entrants. Those brands that are able to maintain high quality standards and keep in mind the customer's aspirations are able to thrive in the market.

How do you stand out in the face of competition?

Delhi-NCR's F&B market is intensely competitive. Hotel F&B outlets not only face competition from outlets in other hotels, but also from high-end restaurants that have come up in several areas in the city.

At Suryaa, our unwavering focus on quality of F&B offerings, extreme focus on providing quality customer service along with periodic renovation of our outlets has allowed us to create a niche in the hospitality sector, resulting in an increase in the number of loyal customers that swear by our high standards.

How often do you experiment with your menu?

Thinking out of the box and innovating is the need of the hour. Introducing something new time and again to your patrons would always give them a variation in offerings and they would like to try that. Innovation is the key to surviving in today's marketplace and at Suryaa we understand this very well. We keep on experimenting with our F&B offerings to be able to offer something new to our customers and not forget about our basics.

What is your biggest challenge and how do you deal with it?

In today's time, when a new restaurant opens virtually every week or so, the biggest challenge is to keep the brand's relevance intact for the target segment. At Suryaa, we organise various food promotions and festivals throughout the year that help us showcase our culinary excellence. Sales and marketing initiatives help us spread the word about these events to targeted customers. Our strong brand equity, high quality F&B offerings, high customer focus, and world-class outlets help in generating favourable word of mouth publicity



from our patrons and, not to forget, our core value of 'Service so memorable' for which guests keep coming back to us.

What trends do you see in the market in the next few months?

We expect the F&B space to remain competitive with a focus on innovation. Keeping in mind the summer season, the focus of our F&B offerings will be a fresh, seasonal fruit and vegetable-based innovative menu and also utilising our pool facility and club with food and beverage offerings.

MOVEMENTS

PRANAY VERDIA

Multi-property General Manager
Courtyard by Marriott & Fairfield
by Marriott Bengaluru Outer Ring
Road, and Fairfield by Marriott
Bengaluru Rajajinagar

Marriott International has appointed **Pranay Verdia** as Multi-property General Manager for Courtyard by Marriott Bengaluru Outer Ring Road, Fairfield by Marriott Bengaluru Outer Ring Road, and Fairfield by Marriott Bengaluru Rajajinagar. Verdia brings over 19 years of experience in hospitality and has been associated with various properties of Marriott International across India. Prior to Marriott, he worked with the Four Seasons and Park Hyatt.



RAHUL PURI

General Manager

The Westin Gurgaon, New Delhi

Rahul Puri has been appointed as the General Manager at The Westin Gurgaon, New Delhi. A seasoned hospitality professional with 20 years of international expertise, he joined Marriott International in 2005 at Sheraton Hong Kong Hotel and Tower, then transitioned into the role of Area Director for Revenue Strategy for India, Australia, and Malaysia in 2011, which culminated into his most recent assignment as Senior Area Director of Revenue Strategy, South Asia, leading the 100-plus hotel portfolio of the group.



DEVESH RAWAT

General Manager

Indore Marriott Hotel

Devesh Rawat has been appointed as the General Manager of Indore Marriott Hotel. Rawat has over 18 years of experience in the hospitality industry and has worked with a number of hotel brands such as Taj Malabar, The Leela Palace, Sheraton Grand and many more. His new role will require him to oversee and monitor all departments, manage the commercial and operational strategy and performance of the hotel, ensure full compliance to hotel operating controls, policies, procedures and service standards.

RAJNEESH KUMAR

General Manager

Courtyard by Marriott Raipur

Rajneesh Kumar has joined as the General Manager at Courtyard by Marriott Raipur. He brings to the table his vast repertoire of running and managing highly successful hotels and has an extensive experience of almost 14 years in the hospitality industry. In this role, Kumar will be responsible for eliciting performance from associates, culminating fine guest experiences, and working towards achieving the vision of the hotel.





BIJOY SENGUPTA

Hotel Manager

ibis New Delhi Aerocity Hotel

Bijoy Sengupta has joined the 445-room ibis New Delhi Aerocity Hotel as Hotel Manager. Prior to this, Sengupta was the Hotel Manager at the 180-room ibis Chennai SIPCOT. He comes with over 16 years of industry experience, having started his career with Goa Marriott Resort, followed by years of experience at Swissotel Kolkata and Novotel & HICC, Hyderabad. In the new role, he will be responsible for managing budgets, promoting and marketing the business, as well as ensuring compliance with the law.



MANISH BHATNAGAR

Associate Director of Sales

Exotic Heritage Group, Delhi

Exotic Heritage Group has appointed **Manish Bhatnagar** as the Associate Director of Sales. Bhatnagar's experience of 15 years in the hospitality industry will help the hotel group to expand its business activities. His previous assignments include Senior Sales Manager, MiCE (South Asia) at Louvre Hotels Group - Golden Tulip Group of Hotels. He has also previously worked at Holiday Inn Manali, Hotel Jaisal Vilas Jaisalmer, and Hotel Jaipur Palace in the Pink City.



ANOOP JOSEPH

Multi-property Director of Sales & Marketing

Kochi Marriott Hotel and Courtyard by Marriott Kochi Airport

Anoop Joseph has been appointed as the Multi-property Director of Sales & Marketing at Kochi Marriott Hotel and Courtyard by Marriott Kochi Airport hotel. In his new capacity, Joseph will lead in developing and implementing sales and marketing strategies for both the hotels in Kochi. Prior to this, he also worked with international brands like the InterContinental Hotels Group; Mövenpick Hotels and Resorts; The Leela Palaces, Hotels and Resorts.



BHAVANA MENON

Director of Sales

Courtyard by Marriott
Bengaluru Hebbal

Courtyard by Marriott Bengaluru Hebbal has appointed **Bhavana Menon** as the Director of Sales. In this role, she will lead the management staff in planning sales objectives and directing sales force activities to maximise profit and achieve targets. Menon has worked with various Marriott International brands in positions like Sales Manager and Senior Sales Manager. Her last assignment was with JW Marriott, Bengaluru, as Associate Director of Sales.



MOVEMENTS

BERZIN MASTER

General Manager

Balaji Sarovar Premiere,
Solapur

“

Travel is the only thing you buy that makes you richer”

A hotel manager is always switched on, even when on leave. Balancing this is an art and I enjoy myself every moment whether I am involved in hotel operations or on leave. I enjoy exploring natural surroundings. I feel that Kerala and Himachal Pradesh offer mesmerising, tranquil natural beauty. I also have some fond memories of Venice and sailing in Norway. Apart from spectacular scenery, travel helps me enjoy new cultures and the entire experience is worth your while. Travel is the only thing you buy that makes you richer.

**ROHAN SABLE**

General Manager

Novotel hotels and
resorts, Goa

“

I am passionate about music and play the cajón well”

I absolutely love barbecuing and grilling in my free time. I also enjoy listening to podcasts when I'm free. I have always been passionate about music and play the cajón well. Being an avid traveller, I have always enjoyed discovering new places. My favourite holiday destination in India is Goa. Internationally, Thailand and Bali top my favourite holiday destination list. I love exploring eateries in the local markets of these travel destinations. Further, binge-watching shows and spending time with my daughter help me rejuvenate from my hectic schedule.

**ANAND NAIR**

General Manager

Vasundhara Sarovar
Premiere, Vayalar

“

I ensure that I take at least one road trip in India every year”

I love travelling and ensure that I take at least one road trip in India and an international vacation with the family every year. As a hotelier, these experiences also offer me wonderful opportunities to learn. One of the most memorable experiences for me was in Sri Lanka, when our group was taken through the jungle to a clearing with a farm in the middle and a small stream flowing nearby. We spent the day listening to their songs and their stories while gorging on mouth-watering dishes prepared by the farmer's wife, on wood fired stoves.

**VIJAYAN GANGADHARAN**

General Manager

Four Points By Sheraton
Visakhapatnam

“

I love exploring iconic structures and architecture”

I love nature and I love walking on the beach barefoot. I also enjoy building connections, whether it is done by meeting people personally or by staying connected over the phone. I also like visiting mountainous regions in India. Outside India, I love exploring iconic structures and architecture. Barcelona's impressive cathedral that still stands unfinished is one building that I really admire and love to visit. It is structures like these that I love to visit and explore.



Talking People is our attempt to know more about our industry members beyond their workplace.

Chefs | Restaurants | Caterers | Canteens



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